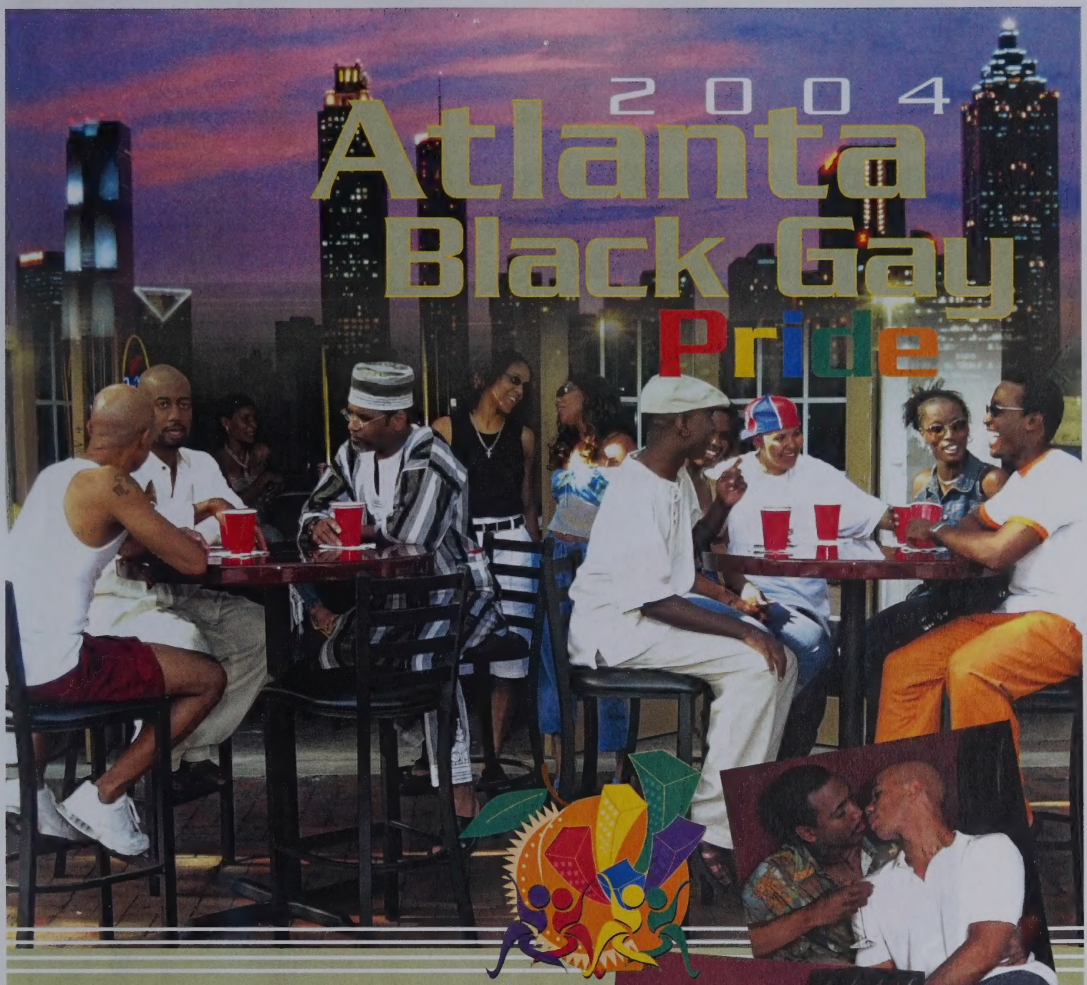
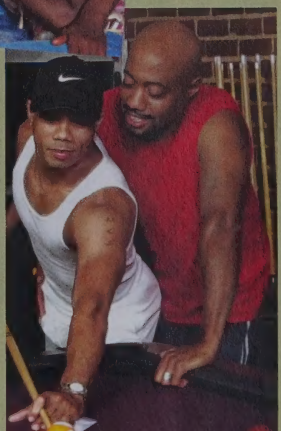
2004

Atlanta Black Gay Pride





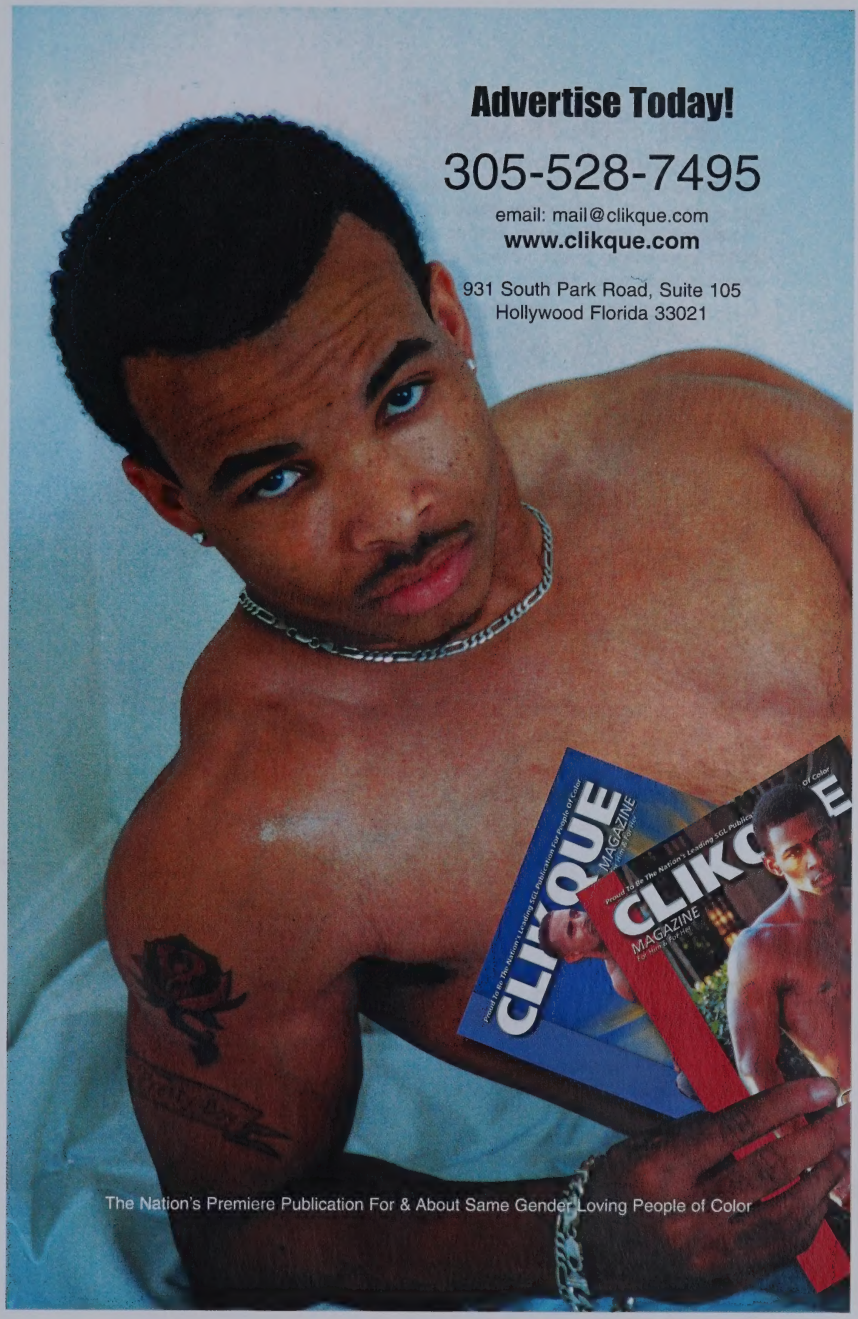
September 3 - 5

it's gettin' **Hot** down here!

www.inthelifeatl.com

404.872.6410

Celebrating Our Pride
Embracing Our Roots


Advertise Today!
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www.clikque.com
931 South Park Road, Suite 105
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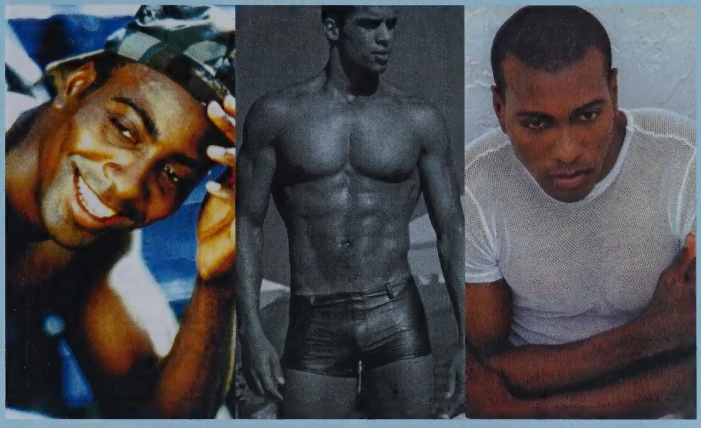
CLIKQUE
MAGAZINE
The Nation's Premiere Publication For & About Same Gender Loving People of Color

What can Clikque Magazine offer you?

Well for one, a better looking and more captivating magazine that serves a market almost untouched by other publications in the area. Also, more customers and hence a larger audience for your products and services. Your ad in a gay weekly publication is gone in a matter of days, often missing thousands of potential customers. Clikque Magazine ads work for you all month long, saturating an untapped market with your message(s). There is no other alternative



magazine like Clikque, where you can expose your products and services to such an affluent and growing consumer market. This buying audience significantly contributes to the $460 billion in spending power of African-American consumer segment and the U.S. overall spending power.

As An Advertiser

you should be excited to know that you are in the mix with thousands of hip readers with an enormous buying power. You know who and where they are, but do they know where you are? If your answer to this question is NO, then let Clikque Magazine come to your rescue.

Clikque Magazine is more than just a classy, glossy color publication. Our 25,000 monthly distribution puts you in touch with EVERYONE in the life. Because Clikque Magazine is distributed for FREE, you'll never have to worry about prospective customers seeing your ad. More-over, your display ad is also placed on our exclusive website, www.clikque.com at no additional charge plus a hyperlink to your company web site. Our website is the most visited gay site for African-Americans.

Advertise Today! • 305-528-7495 • email: mail@clikque.com • www.clikque.com

We Can Create A Work Of Art For You

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CLIKQUE

MAGAZINE™

Proud To Be The Nation's Leading SGL Publication For People Of Color
CLIKQUE
MAGAZINE
For Him & For Her
Anniversary Issue
Tampa, Are You Ready?
The Party Is About To Begin
Houston Splash™ 2000
Bigger & Better Than Ever
Kawasaki

2004 MEDIA KIT

Proud To Be The Nation's Leading SGL Publication For People Of Color

Clikque Magazine is the most read gay publication for and about people of color.

Based out of Miami, Florida, Clikque Magazine, now over five years old, is the most innovative publication to serve the African American gay, lesbian, bi-sexual and transsexual community.

Clikque offers new and exciting approach to delivering timely community and national news, arts and entertainment and more than twenty other feature departments.

Advertising Information

Frequency

Clikque Magazine is published 12 times a year on a monthly basis.

Circulation

25,000 Copies are printed each month. During special events, additional copies are printed.

Distribution

Clikque Magazine is a **FREE** publication distributed throughout Florida and Georgia.

Deadlines

Ad copy and payment are due on the 20th of each month for the following month.

Street Date

Clikque Magazine hits the street on the Last Friday of each month

Demographics

- **RACE / GENDER**
  55% Black Gay Males -
  23% Latino Males
  12% Blk Gay Female
  10% Straight Men & Women -
  5% Other

- **AGE GROUP RANGE**
  Readers age
  range from 16 - 45

- **SUBSCRIBERS**
  81% Male
  19% Female

- **SALARY RANGE**
  18% $65,000 +
  30% $35,000 - $44,000
  38% $25,000 - $34,000
  14% Below $25,000

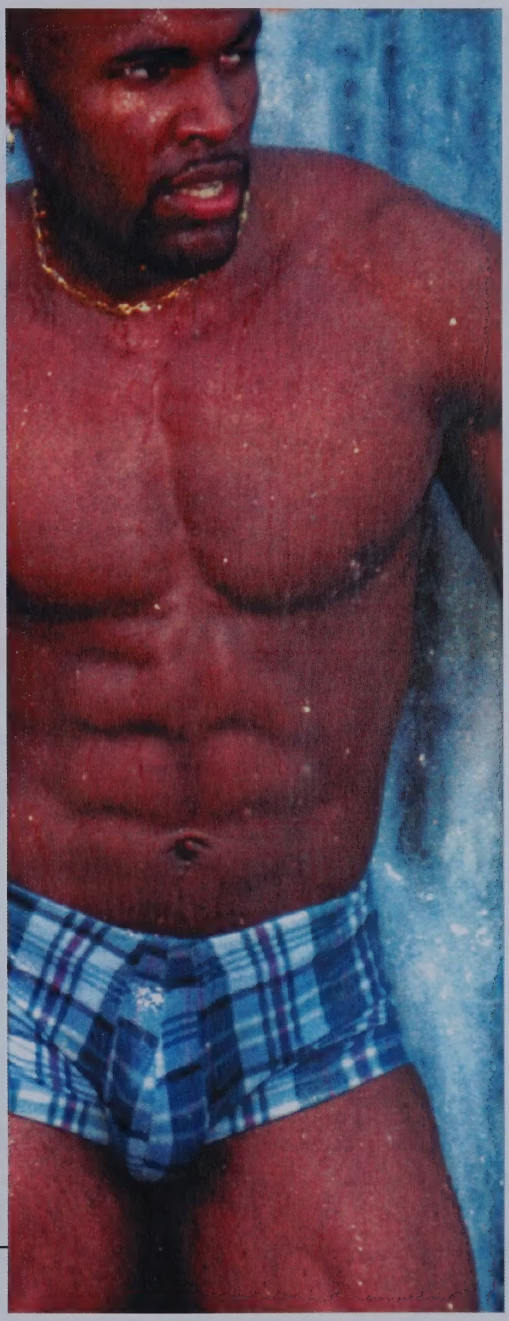
- **EDUCATION**
  17% Doctorates
  31% 4 year degree
  27% Technical/AA Degree
  20% Diploma
  5% GED

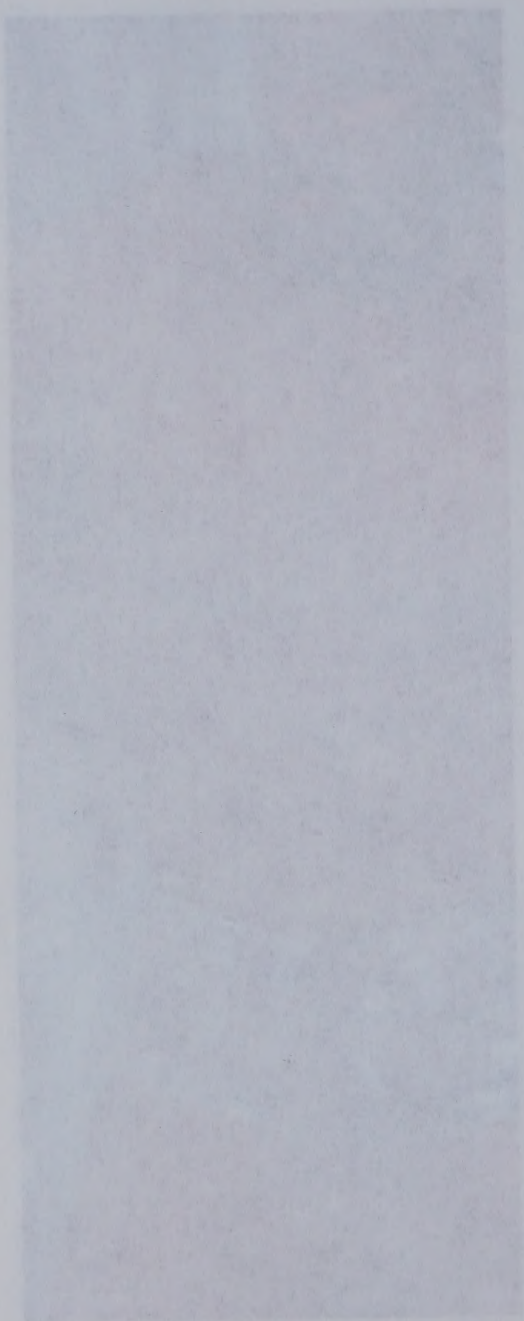
- **HOME OWNERS**
  45% Own their homes.
  55% Rent

- **DINING HABITS**
  63% Dine out at least once a week
  29% Dine out at least twice a week
  8% Dine out 3 or more times a week

- **DRINKING HABITS**
  89% are casual drinkers
  82% drinks alcoholic beverages at least twice a week
  10% are non-alcoholic drinkers

- **OTHER FINDINGS**
  32% HIV+
  58% Professional
  67% Credit Card Holders





Ad Specifications & Rates

TYPESETTING / DESIGN / PRODUCTION

At Clikque, all of our graphic design artists are trained and are able to tackle any type of ad that you would like to have designed. There is a one time design fee of $150 per Ad

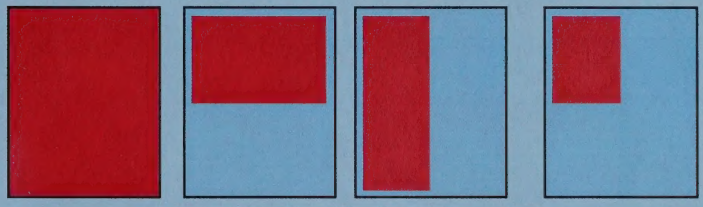
ADVERTISEMENT REQUIREMENTS

All Ads submitted via mail must be supplied on a CD with a visual (sample). Please ensure that the appropriate formats are used (ie: tiff, eps, pdf).

Only QuarkXpress, Adobe Photoshop, Adobe Illustrator, Freehand and PDF files are accepted. Please ensure that compressed files are not submitted

MECHANICAL FRACTIONAL SIZES

Full Bleed 5.75 x 8.75 Live – 5.5 x 8.5	*1/2 Page Horizontal 4.5 x 3.5*	*1/2 Page Vertical 2.25 x 7.5*	*1/4 Page Vertical 2.25 x 3.5*



FOR PROFIT AD RATES

Page Size	1 Months	3 Months 10% Discount	6 Months 19% Discount	12 Months 27% Discount
Full Page*	$575.00	$518.00	$466.00	$420.00
1/2 Page	$325.00	$293.00	$263.00	$237.00
1/4 Page	$175.00	$158.00	$142.00	$128.00

NON-PROFIT AD RATES

Page Size	1 Months	3 Months 10% Discount	6 Months 19% Discount	12 Months 27% Discount
Full Page*	$375.00	$337.50	$303.75	$273.75
1/2 Page	$187.50	$168.75	$151.87	$136.87
1/4 Page	$93.75	$84.375	$75.93	$68.43

ADDITIONAL RATES

Additional Charges For Premium Placement

■ Back Cover — $150 ■ Inside Front & Pg. 3 — $75 ■ Centerspread $200

All Prices Are Per Month. $25 Return Item Fee

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